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Dear Great Books Owner:

Enclosed you will find your copy of the 1985 GREAT IDEAS TODAY annual.

This invaluable book has been written and designed especially for owners of Great Books of the Western World. It will enable you to keep fully informed on current issues and ideas of importance in relation to the Great Ideas of the past.

((And, as a special bonus, we have enclosed
 a free copy of Issue I of Mortimer Adler's
 fascinating VIEWPOINT, a 4-page newsletter
 which reflects his recent thinking about
 Computers and Robots: The Threat and the
 Promise.))

The 1985 GREAT IDEAS TODAY provides you with the in-depth picture of today's headlines and lets you view the year's happenings in relation to the writing and wisdom of the past centuries.

This intriguing annual will help you form your own sound conclusions by applying the accumulated knowledge of great thinkers of the past.

Included are "Current Developments in the Arts and Sciences," containing fascinating discussions on poetry by Stephen Spender and on biology by Dr. Theodore Puck. In addition, "The Reconsideration of a Great Book" offers comprehensive discussions on Rousseau, Montaigne and Thucydides.

In the "Special Features" section, you can examine how Newton came to the idea of Principia Mathematica...learn about the computer and its limitations...and discover what western readers can make of a poem that constitutes one of the Hindu scriptures.

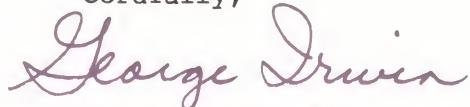
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This remarkable volume, conceived and written for the Great Books owner, will be sold at bookstores later this year. But, your own personal copy is part of a limited printing reserved for Great Books owners, and you are entitled to this annual at a significant reduction of the bookstore price. (Please see enclosed invoice.) And it's yours to examine up to 15 days free of charge.

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Cordially,



George Irwin, for
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